

REMARKS

Claims 1 and 7 are pending in the application. Claims 1 and 7 were amended to more particularly point out and distinctly claim the present invention.

No new matter was entered. The new language in claims 1 and 7 is fully disclosed in the original specification. For example, the viewer inputting limiting information which is stored in the storage unit is discussed in the specification on page 30, lines 9-15. Presenting advertising information in accordance with the limiting information stored in the storage unit is discussed in the specification on page 31, lines 7-18.

For at least the reasons set forth below, withdrawal of all outstanding rejections is respectfully requested.

**Request for Consideration of Previously Submitted
Supplemental Information Disclosure Statement (IDS)**

Applicants request formal consideration of the Supplemental IDS filed on January 27, 2005 (entered on January 31, 2005) in the next Office Action. Applicants recently discovered that the Examiner has not yet formally considered the four foreign patent references listed on that IDS.

Prior Art Rejections

Claims 1 and 7 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,326,982 (Wu et al.) in view of U.S. Patent No. 5,903,816 (Broadwin et al.) and U.S. Patent No. 5,517,257 (Dunn et al.).

1. Patentability of independent claims 1 and 7 over Wu et al. in view of Broadwin et al. and Dunn et al.

Claims 1 and 7, as amended, each recite, *inter alia* (underlining added for emphasis):

said television broadcast receiver comprises a browser unit for reproducing display data coded by the Hyper Text Markup Language, an input unit which viewers use for inputting limiting information, a storage unit for storing the limiting information ...

an advertising scenario header for ... instructing which advertising information should be reproduced in accordance with the limiting information stored in said storage unit

Amended claims 1 and 7 each recite that a television broadcast receiver comprises an input unit which viewers use for inputting limiting information and a storage unit for storing the limiting information, and that advertising information is reproduced in accordance with the limiting information which is stored in the storage unit that the viewers input limiting information into. These limitations are not disclosed or suggested in Wu et al., Broadwin et al. or Dunn et al.

Column 6, lines 34-43 of Wu et al. disclose that client information including the credit card information 116, shipping address 118, and personal information 120 is provided by a user to a dedicated server 34 on the internet and stored on the server 34. Amended claims 1 and 7 of the present invention recite that viewer inputted limiting information (e.g., viewer's taste, viewer's age) is stored on a storage unit that is part of the television broadcast receiver. Storing the user limiting information on the television broadcast receiver, rather than on a remote server, avoids the need for providing protection on the remote server for protecting the information. Nowhere does Wu et al. disclose that viewer-inputted limiting information is stored on a storage unit that is part of the television broadcast receiver. For this reason, Wu et al. does not disclose or suggest the invention recited in claims 1 and 7. Broadwin et al. and Dunn et al. do not make up for this deficiency in Wu et al.

Accordingly, claims 1 and 7 are believed to be patentable over the applied references.

Conclusion

Insofar as the Examiner's rejections were fully addressed, the present application is in condition for allowance. Issuance of a Notice of Allowability of all pending claims is therefore requested.

Application No. 09/820,474
Reply to Office Action of October 3, 2006

Respectfully submitted,

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January 3, 2007 By: Clark Jablon
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